

# 10<sup>th</sup> International GEM&L Conference

16 - 18 mars 2016

ESCP-EUROPE  
79, avenue de la République  
75543 Paris cedex 11  
France

*Crossing language boundaries in organisations*  
*Le défi des frontières linguistiques dans les organisations*

## PROGRAMME



## PROGRAMME OUTLINE

### Wednesday, March 16<sup>th</sup> 2016

- 17:00-18:00 Registration,  
18.00-19:00 Welcome reception,  
19:00-21:30 Welcome dinner, Restaurant "Charbon Café"  
109 rue Oberkampf, Paris 11<sup>ème</sup>

### Thursday, March 17<sup>th</sup> 2016

- 08:30-09:00 Registration,  
09:00-09:20 Welcome,  
**Frank BOURNOIS**, Directeur Général ESCP-EUROPE  
**Philippe LECOMTE**, Président du GEM&L  
09:20-09:40 Opening speech : **Pierre-Louis DUBOIS**, secrétaire Général de la FNEGE  
09:45-10:30 First keynote: Prof. **Mary-Yoko BRANNEN**, Gustavson School of Business, University of Victoria, Canada  
***Recontextualization and the Not-So-Obvious Language Challenges of Crossing Organizational Boundaries.***  
10:30-11:00 Coffee break,  
11:00-12:30 Round table: **Knowledge transfer, Translation, Mediation in International Business**  
**Daniel COTTA**, Business Development Manager, Gregori International  
**Subhaditya DAS**, ITC/RD, Language Support, Mercedes-Benz Research and Development India Pvt. Ltd.  
**Lynne FRANJIE**, Professeur des universités, Université de Lille 3  
**Jean-René LADMIRAL**, Professeur de traductologie, ISIT, Paris  
12:30-14:00 Lunch,  
14:00-14:30 **Workshop sessions I**  
14:30-15:00 Coffee break,  
15:00-17:00 **Parallel Sessions I**  
17:00-17:45 GEM&L research Workshops agenda  
17:45-18:45 **GEM&L annual general meeting**  
**Election of the new GEM&L Board of directors**  
20:15-23:00 GEM&L 10<sup>th</sup> Anniversary Celebration Dinner, Restaurant « Le train bleu », prestigieux site classé, Gare de Lyon, Paris 12<sup>è</sup>

### Friday, March 18<sup>th</sup> 2016

- 09:00-09:15 Welcome,  
09:15-09:50 Opening speech: **Véronique CHANUT**, Présidente de la CEFDG, **Eric CORNUEL**, Directeur de l'EFMD  
09:50-10:35 Second Keynote, Prof. **Chris STEYAERT**, University of St. Gallen, Switzerland:  
***In search of "un pont neuf": between translating and translanguaging***  
10:35-11:00 Coffee Break,  
11:00-12:00 **Workshop sessions II**  
12:00-13:30 Lunch, Restaurant  
13:30-15:00 **Parallel Sessions II**  
15:00-15:30 Coffee Break,

15:30-17:00 **Parallel Sessions III**

17:15-17:30 Plenary on Management & Language & Closing

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*Recontextualization and the Not-So-Obvious Language Challenges of Crossing Organizational Boundaries.*
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- 17:45-18:45** **GEM&L annual general meeting**
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12:00-13:30 Lunch, Restaurant

**13:30-15:00** **Parallel Sessions II**

15:00-15:30 Coffee Break,

**15:30-17:00** **Parallel Sessions III**

**17:15- 17:30** **Plenary and closing**

## Conference Rooms:

Auditorium            Introductory plenary:  
Auditorium            Closing plenary:  
Rooms                 Parallel sessions:

## Coffee break, lunch and reception

Reception :  
Coffee break :  
Lunch :

## Scientific Committee

Jo **Angouri**, University of Warwick, United Kingdom  
Christophe **Barmeyer**, University of Passau, Germany  
Wilhelm **Barner-Rasmussen**, Hanken School of Economics, Helsinki, Finland  
Betty **Beeler**, ESC- Saint Etienne, France  
Mary-Yoko **Brannen**, Gustavson School of Business, University of Victoria, Canada  
Marie-Thérèse **Claes**, Louvain School of Management, Belgium  
Linda **Cohen**, ESCP-Europe, France  
Eric **Davoine**, FSES - University of Friburg, Switzerland  
Peter **Daly**, EDHEC, France  
Dardo **de Vecchi**, Kedge Business School, France  
Valérie **Delavigne**, Université Sorbonne Nouvelle, France  
Claudine **Gaibrois**, Universität St. Gallen, Switzerland  
Pamela J. **Hinds**, Stanford University, USA  
Nigel **Holden**, Leeds University Business School, United Kingdom  
Jacques **Igalens**, IAE, Toulouse, France  
Anne **Kankaanranta**, Aalto University School of Business, Finland  
Helena **Karjalainen**, Ecole de management de Normandie, France  
Jane **Kassis-Henderson**, ESCP-Europe, France  
Philippe **Lecomte**, Toulouse Business School, France  
Patrick **Leroyer**, Aarhus University, Aarhus, Denmark  
Leena **Louhiala-Salminen**, Aalto University School of Business, Finland  
Ulrike **Mayrhofer**, Université Lyon 3, France  
Terry **Mughan**, Royal Roads University, Victoria BC, Canada  
Rebecca **Piekkari**, Aalto University School of Business, Finland  
Joël **Pleutret**, Groupe ESC Troyes, France  
Pamela **Rogerson-Revell**, University of Leicester, United Kingdom  
Susan Carol **Schneider**, University of Geneva, Switzerland  
Helen **Spencer-Oatey**, University of Warwick, United Kingdom  
Susanne **Tietze**, Keele University, Keele Management School, Staffordshire, United Kingdom  
Geneviève **Tréguer-Felten**, CNRS, France  
Marie **Vigier**, Groupe ESC Clermont- Auvergne, France  
Patchareerat **Yanaprasart**, Universität Basel, Switzerland  
Lena **Zander**, Uppsala University, Sweden  
Ling Eleanor **Zhang**, King's College London, United Kingdom

## Organizing Committee

Philippe LECOMTE    President of GEM&L, Professor, Toulouse Business School  
[p.lecomte@tbs-education.fr](mailto:p.lecomte@tbs-education.fr)    Tel : +33 6 62 38 49 13  
Linda COHEN        Treasurer of GEM&L, Professor, ESCP Europe  
[lcohen@escpeurope.eu](mailto:lcohen@escpeurope.eu)        Tel : +33 6 12 99 67 66  
Jane KASSIS-HENDERSON    General Secretary of GEM&L, Professor, ESCP Europe  
[jkassis@escpeurope.eu](mailto:jkassis@escpeurope.eu)    Tel : +33 1 49 23 27 98  
Dardo DE VECCHI    President of the GEM&L scientific committee  
[dardo.devecchi@kedgebs.com](mailto:dardo.devecchi@kedgebs.com)

# General Information

## CONNECTIONS BETWEEN AIRPORT AND PARIS CITY CENTER

ESCP-EUROPE is located in the center of PARIS, 11<sup>th</sup> arrondissement. The distance from the airport to the city center is 18 km. Travel time by bus 60–80 minutes.

### Taxis

All official taxis are safe to use.

Taxi from CDG airport to the city center approximately 60 €

<http://www.aeroportsdeparis.fr/en/passengers/access/paris-charles-de-gaulle/taxi/paris-cdg-taxi>

Taxi from ORLY airport to the city center approximately 50 €

<http://www.aeroportsdeparis.fr/en/passengers/access/paris-orly/taxi/taxi>

Travel by public transportation, bus or metro in Paris is easy and inexpensive. The nearest metro station is Rue Saint-Maur (line 3) which is at the doorstep of our building. You may download a map of the Paris Métro [here](#).

### Bus to Roissy Charles de Gaulle airport (North of Paris).

[http://www.ratp.fr/en/upload/docs/application/pdf/2014-07/depliant\\_aeroports\\_2014.pdf](http://www.ratp.fr/en/upload/docs/application/pdf/2014-07/depliant_aeroports_2014.pdf)



### Bus from Paris-Gare de l'Est and Gare RER Roissypôle.

TRAVEL TIME / 60 – 80 min.

## ROISSYBUS

**BUS (OPÉRA)** **RoissyBus**

Liaison en bus climatisé entre Paris (Opéra) et l'aéroport Charles de Gaulle (tous les terminaux sont desservis).  
Air-conditioned bus service between Paris (Opéra) and Charles de Gaulle Airport (serving all terminals).  
Collegamento in autobus con aria condizionata tra Parigi (Opéra) e l'aeroporto Charles de Gaulle (serve tutti i terminal).

1 TICKET 11€

DURÉE / TRAVEL TIME / DURATA → 75 min.

OÙ / WHERE / DOVE → 11 Rue Scribe, 75009 Paris

DIR. CDG → 05:15 - 00:30  
DIR. PARIS → 06:00 - 00:30

FRÉQUENCE / FREQUENCY / FREQUENZA → 15 - 20 min.

### Bus to ORLY airport (South of Paris).

[http://www.ratp.fr/en/ratp/r\\_61836/orly-airport/](http://www.ratp.fr/en/ratp/r_61836/orly-airport/)

## HOTELS

Please book your room directly from the hotel

**Apart'Hôtel Citadines** 114 € per night

Address: 75 Avenue Parmentier, 75011 Paris. Phone: +33 0 825 01 03 38

**Hotel Gabriel Paris** 150 € per night

Address: 25 Rue du Grand Prieuré, 75011 Paris, Phone: +33 1 47 00 13 38

**Les Jardins du Marais** 146 € per night

Address: 74, rue Amelot, 75011 Paris Phone : +33 1 40 21 20 00

[reservations@homeplazza.com](mailto:reservations@homeplazza.com)

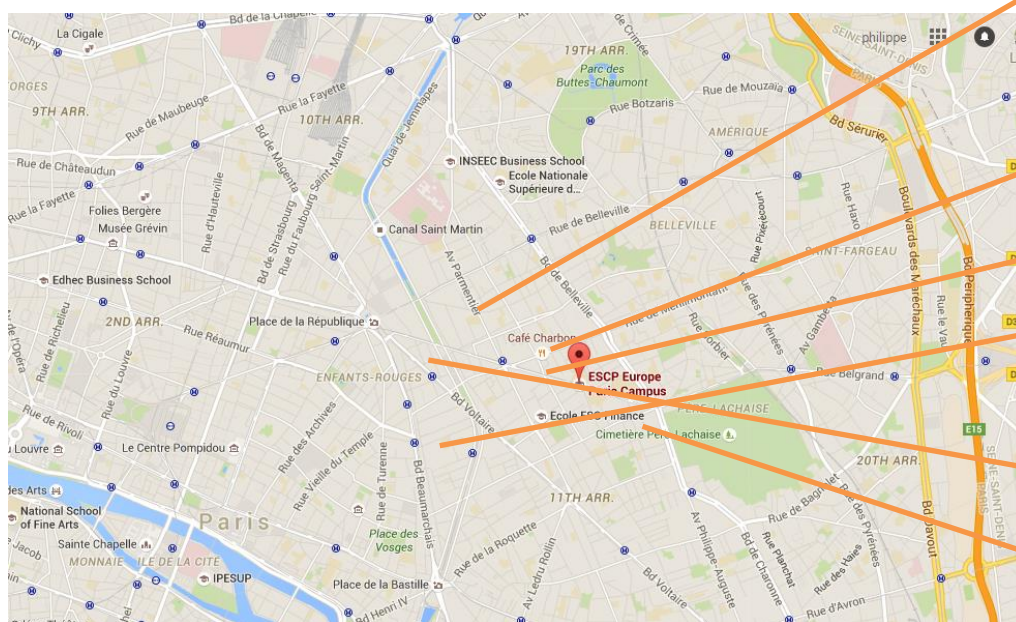
**Hotel ibis Paris Père Lachaise** 70 € per night 3-star hotel

Address: 80 Rue de la Folie-Regnault, 75011 Paris Phone: +33 1 53 36 82 92

**Hotel Verlain:** 110 € per night

Address : 97, Rue Saint-Maur 75011, PARIS. TEL: + 33 1 43 57 44 88

## AREA MAP OF PARIS 11<sup>TH</sup> arr.



Appart'Hotel

Charbon Café

Hotel Verlain

Les Jardins du marais

Hotel Gabriel

IBIS Père Lachaise

## CONFERENCE DINNER

**Wednesday, March 16<sup>th</sup> 2016,**

Welcome dinner,

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GEM&L 10<sup>th</sup> Anniversary Celebration Dinner,

Restaurant « Le train bleu », A legendary place in  
Paris, Gare de Lyon, Paris 12<sup>è</sup>

<http://www.le-train-bleu.com/uk/index.php#index.php>

